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Ministry of Agriculture,
Forestry, and Water
Management,
Republic of Serbia

Adding Value to Products

LAUNCHING CONFERENCE

March 10th 2014
Center Sava



Projects implemented with the assistance of:



REDD

Sharing knowledge
for ethical and tasty food



Conference

Adding Value to Products

Center Sava, room 3/0, March 10th 2014

Organization:

EBRD, FAO, Ministry of Agriculture, Forestry and Water Management, Republic of Serbia
Moderator: Danica Vucenic, Journalist

09.15 – 10.00 Welcome

Coffee and participant registration

10.00 – 10.30 Conference presentation

Dragan Glamocic, Minister of Agriculture,
Forestry and Water Management, Serbia

Miljan Zdrale, Head of CSEE, Agribusiness, EBRD

Matteo Padrone, Head of Serbia Office, EBRD

Representative of Grand Duchy of Luxembourg

Dmitry Prikhodko, Economist, FAO Investment Centre

10.30 – 12.30 Adding value to products – agribusiness strategies and policy development

Why invest in standards?

Miodrag Kostic, Founder and President, MK Group

How to build consumer recognition and image of a high-quality product company?

Ljerka Puljic, Senior Executive Vice President, Agrokor

Does it pay to invest in organic and regional quality certifications?

Vaso Lekic, Owner and CEO, Foodland

Bojan Radun, Executive Director, NECTAR

What are the preconditions for voluntary standards, including Geographical Indications?

Emilie Vandecandelaere, Agricultural Economist, FAO

How does the Ministry of Agriculture promote adding value?

Branislav Raketic, Head of group for quality, MAFWM

Why derogations in food safety standards?

Dejan Bugarski, Director, Directorate for veterinary, MAFWM

Questions and comments

12.30 –13.00 Buffet lunch

13.00–13.30 Stakeholder experiences – Roundtable introductory presentations

What are the main trends and expectations in the meat sector?

Goran Zivkov, Director, Center for rural development and agriculture Agrikultura

Quality issues and actions for preserving quality in the fruit and vegetables sector

Pascal Bernardoni, Director, REDD

13.30 – 14.50 Topic 1: Initiatives and practices in added value products

Milos Milovanovic, Policy Officer, FAO, Policy dialogue in the meat sector

Slavisa Jankovic, Director, Agricultural cooperative Oblacina sour cherry

Jelena Ilic, Manager of the project " Welfare for all", ORCA

Olga Allemann, Project coordinator, Institute for intellectual property Switzerland

Branislav Janosevic, President, Association of the producers of Sremski kulen

Steve Goss, Consultant in agriculture

Topic 2: Certification of added value products – private and public standards

Jasna Stojanovic, Director, Accreditation Body of Serbia

Goran Puaca, President, Association of producers of Futog cabbage

Mirela Boskovic, Assistant director, Institute for intellectual property, Republic of Serbia

Nadezda Pesic Mlinko, Head of quality department, Organic Control System

14.50– 15.00 Wrap-up of the discussion – moderator

Official closure of the conference – final words and directions ahead

Projects

Improving Food Quality and Safety Standards in Serbia's Meat Sector:

The main objective of the project is to upgrade quality and safety in Serbia's meat sector and allow product differentiation and compliance with food safety and animal welfare regulations. This will ultimately benefit local consumers and improve export market opportunities for local meat producers. Secondary objectives are: (i) define possible derogations to the national regulations and guidelines for traditional meat products (small-scale producers) for the compliance with food safety and animal welfare in the context of harmonization with the EU regulations. This will be done through the review of national legislation, identification of the necessary derogations of the conditions of traditional production and capacity development of both public and private stakeholders; (ii) develop a voluntary standard (public or private) for a quality label with a group of motivated producers/processors such as the Label rouge; and (iii) disseminate the lessons of the Assignment to improve its outreach/impact.

The specific objectives of the project **“Support to more efficient and inclusive agrifood chains: development of origin based labels in the horticultural sector”** are: (i) help two selected groups of producers to understand and complete the steps required to register fruit and vegetable GIs in Serbia (tentatively one variety of sour cherry and one variety of paprika or plum, to be confirmed with Foodland); (ii) build the capacity of the MAFWM in promoting GIs; (iii) disseminate intermediate and final results to make sure that the Assignment has a demonstration effect. The project will have an immediate impact on the groups of producers of the selected GIs, as well as all companies processing them, as the latter will be able to use the appellations for marketing purposes.

Participants

Food and Agriculture Organization of the United Nations

Achieving food security for all is at the heart of FAO's efforts – to make sure people have regular access to enough high-quality food to lead active, healthy lives. The Investment Centre leads FAO's efforts to generate increased and more effective public and private investment in agriculture and rural development. This means helping countries make agriculture and rural development investment strategies a greater part of their national and regional development plans. Success requires building national capacities to plan, implement and enhance the sustainability of agriculture and rural development investments.

FAO Programme on Quality Linked to Geographical Origin is concentrated on promotion and preservation of origin-based quality products, that can contribute to rural development, food diversity and consumer choice. That is in particular a result of the preservation and promotion of local natural, cultural and social resources. The recent development of new schemes, such as geographical indications, requires guidance. Therefore FAO has launched a programme to contribute to rural development by assisting member countries and stakeholders in implementation of origin-based quality schemes, both at institutional and producer level that are tailored to individual economic, social and cultural contexts.

Website: www.fao.org

European Bank for Reconstruction and Development - EBRD

The EBRD is an international financial institution established in 1991 and is currently owned by 64 countries, the European Union and the European Investment Bank. The EBRD invests in 34 countries with the aim of furthering progress towards "market-oriented economies and the promotion of private and entrepreneurial initiative". The Bank is the largest investor in its region of operations and it is having a significant impact in changing people's lives from central Europe to central Asia and the southern and eastern Mediterranean. Since its establishment, the EBRD has invested EUR 86 billion in 4,000 projects. In 2013, 73 per cent of lending was provided to the private sector. Working together with companies in the region, the Bank invests in projects, engages in policy dialogue and provides technical advice that fosters innovation and builds sustainable and open-market economies. The EBRD's focus in agribusiness is to help the sector in the region fulfil its food production potential, using a broad range of financing instruments tailored to specific projects. In 2013, the Bank's investment in the agribusiness sector reached EUR 871 million across 24 countries.

The EBRD's activities in Serbia

In Serbia, the EBRD has invested approximately EUR 300 million in the agribusiness sector. Currently there are 18 active operations in Serbia, accounting for around 47% of the Bank's private corporate sector investments. The Bank's latest investments include projects with the companies Victoria Group, MK Group, Nectar, Idea, and Atlantic Group. The EBRD is also providing Technical Cooperation and advisory services for Pre- and Post-Harvest Financing (grain warehouse receipts and crop receipts) and is contributing to the development of Geographical Identification and Quality Labels in the horticultural and meat sectors. At the request of key public and private sector stakeholders, the EBRD and FAO jointly hosted a public-private technical roundtable in Belgrade, Serbia (November 25, 2013) to foster policy dialogue in the dairy and meat sub-sectors. Working with both private and public sectors, the EBRD aims at fostering higher standards in agribusiness and ameliorating the overall business climate. The agribusiness sector is at the core of the EBRD's engagement in Serbia. The Bank will continue to provide financing to agribusiness companies to support their growth, technological improvements and regional expansion.

Website: www.ebrd.com

Ministry of agriculture forestry and water management

is state administration related to strategy and policy development in agriculture and food industry, analysis of production and marketing of agricultural products; balances of agro- food products and the system of stockpiles of basic agricultural and food products ; measures of market-price policy, structural policy and land policy in agriculture; incentives for the promotion of agricultural production proposing systemic solutions and measures to prevent the import of agricultural products and foodstuffs, protection and use of agricultural land, agricultural production inputs for agriculture and food processing.

Web site: www.mpsv.gov.rs

FOODLAND

Foodland is a producer of premium products characterized by exceptional taste and high nutritional value and health benefits. The production facility is located in the village of Igros, near Brus in the foothills of Kopaonik, the ecologically clean area that is an excellent raw material base of fruits and vegetables.

Foodland

Company is the owner of famous brand Bakina tajna (Grandma's secret), whose products can now be found in over 20 foreign markets, among which are: Russia, Australia, USA, Czech Republic, France, Japan, Switzerland, Sweden, UK, South Korea.

Web site: www.foodland.rs

CARNEX

CARNEX leadership role in the meat processing industry in Serbia, has been established through orientation towards the highest international business standards. More than half a century after its foundation, it is still synonymous for products that successfully blend tradition and modern technology. High quality and food safety of its products are ensured through integrated and stringently controlled production from farm to fork. The entire process from raw material to finalization is included in the company's primary production farms, silo storages, fodder production to meat processing industry. There are over 130 products in CARNEX product basket, developed from traditional recipes, using craftsmanship and experience, focused on premium quality and attractive packaging and design. These products are developed to meet various needs and tastes and yet with mutual quality orientation, that makes no compromise.



Web site: www.carnex.rs

NECTAR

NECTAR Company is the largest fruit processing industry of South-Eastern Europe, and the biggest fruit juice producer in the region. It has introduced all major international quality standards, the state of the art processing technology and fully integrated production and processing from orchard to the final product. Since establishment, NECTAR has been acting according to its business credo – it does matter – fully being focused on food safety and the quality of its products. Introducing international quality standards and certification endorses the company's efforts to provide the customers with the very best.



Web site: www.nectar.rs

REDD

REDD is an organisation gathering a pool of experts with longstanding experience in the field of agro-food supply chains and quality sign development. They draw their expertise from extensive practical activities in Switzerland, in several other European countries, include ex-Yu states and developing countries. REDD strive for responsible consumption and agriculture, that are major concerns of modern-day society. With an ever-increasing number of people longing for high quality agro-food products that respect the environment and contribute to sustainable human, agricultural and economic development, REDD spreads the most up-to-date knowledge and tools to promote and achieve ethical and tasty food.

Website: www.redd.pro and www.redd.ch

Centar for rural development and agriculture – Agrikultura

Non-governmental and non-profit organization established in order to achieve the objectives in the fields of rural development and agriculture, improving the interaction model of rural and urban areas, promotion of diversification of economy in rural areas, achieving local economic and rural development and sustainable development in general.

Web site: www.agrikultura.rs